AN ASSESSMENT OF THE FUNDING MODELS FOR NATIONAL SPORT ASSOCIATIONS – A CASE STUDY OF ZIFA.

BY

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ABSTRACT
This study was undertaken in an effort to determine the funding models of national sport associations in Zimbabwe using football as a case study. The research was motivated by the financial crises characterising Zimbabwean sport sometimes resulting in national teams failing to prepare adequately, travel in time, refusing to train or participate in games, employees and coaches suing the mother bodies for outstanding payments, property attached by litigants and a host of other embarrassing experiences. 30 respondents holding administrative positions at secretariat or board level responsible for finance were drawn from ZIFA at national and regional level, the Premier Soccer League and the Zimbabwe Tertiary Sports Union. The random stratified sampling method was used to select the respondents. Major sponsors and donors of the game were also interviewed to give their opinion and suggest way forward. A combination of personal interviews and questionnaires was used to gather data. The study established that Zimbabwean football survives on sponsorship (42%), subscriptions and affiliation fees (22%), donations (13%), personal savings of the club owners (8%), gate takings (2%) and a bit of support from the international bodies like FIFA (1%). It also revealed that the government is playing no significant role in funding the National Sports Association which also translates to ZIFA extending little or nothing to its affiliates. Revenue from broadcasting rights which in other countries is now the backbone of sport funding is nothing to talk about in Zimbabwe. The administrators pointed at the failing economy and lack of government support as the major reasons for poor funding whilst the donors and sponsors indicated that poor image of the football in the country, lack of good corporate governance structures and culture, lack of accountability and transparency combined with lack of government incentives to those funding sport were some of the reasons responsible for poor funding. Adoption of the national teams by the government, making the national broadcaster switch to a pay-per-view system, providing incentives like tax rebates to those funding sport, cleaning the image of football by stopping the bickering and infighting, adopting a professional approach to the running of football anchored on good corporate governance, accountability and transparency are some of the recommendations to resolve the funding crisis.